



Governor's Office of Education Innovation Staff Update

Rebecca Gau, Director
Kelsey Bullington, Arizona Ready Coordinator

GOEI CCSS Highlights

- ▶ Mini-surveys on district level implementation at town hall meetings throughout the state – results to Council at November meeting
- ▶ Omnibus survey questions on statewide awareness and support – results to Council at November meeting
- ▶ Statewide teacher survey launching Nov/Dec – results to Council at January meeting

AZ Ready Outreach – Overall

- ▶ Average monthly site visits and “unique visitors” tripled during summer reading and report card launches
 - 1st quarter – 1,004 visits/ 844 unique per month
 - 2nd quarter – 2,956 visits/ 2,386 unique per month
 - 3rd quarter – 2,274 visits/ 1,886 unique per month
 - Best referral sources – Pandora media and library partnership

AZ Ready Outreach – Overall

- ▶ 155 news stories
- ▶ 74 blog mentions (all male)
- ▶ 1,192 twitter mentions
- ▶ 42 forums
- ▶ 95% positive mentions – 85% is the norm



AZ Ready Outreach – Facebook

- ▶ Likes – 3,611
- ▶ Friends of Fans – 1.3 million
- ▶ In July (our highest month)
 - Weekly engaged users reached almost 4,000
 - Monthly viral reach hit 9,500
 - Post Total Reach hit 28,000 (# of unique individuals who have seen any content related to the Facebook page)

AZ Ready Outreach – Summer Reading

- ▶ Social media campaign from June 18 – July 15
- ▶ 77.5% of visitors to ArizonaReady.com during that time were new
- ▶ Reached 3.7 million people online, with a click through rate of .52%. Industry standard is .1%
- ▶ Reached 1.7 million people through radio – 42% of our target population (adults 25–54 in Maricopa County)



AZ Ready Outreach – Report Card

- ▶ Social media campaign from July 16 – August 12
- ▶ 79.25% of visitors to ArizonaReady.com during that time were new
- ▶ Reached 3.9 million people online, with a click through rate of .51%. Industry standard is .1%
- ▶ Reached 1.9 million people through radio – 42.7% of our target population (adults 25–54 in Maricopa County)

American Diploma Project Conference

September 13–14, 2012

- ▶ Arizona State Team Attending:
 - Erin Hart – Expect More AZ
 - Chris Kotterman – ADE
 - Cathleen Barton – Intel
 - Rich Crandall – AZ State Senate
 - Maria Harper–Marinick – Maricopa Community College
 - Kelsey Bullington – Governor's Office
 - Roberta Alley – ADE
 - Lacey Wieser – ADE
- ▶ Spent time discussing key focus areas for implementing Arizona's Common Core Standards

DRAFT Areas of focus

- ▶ Professional Development – ADE
- ▶ Communication – Public Engagement Task Force
- ▶ Policy – State Board and Legislature
- ▶ Technology – Governor's Office
- ▶ Remediation – Community College
- ▶ Assessment – ADE/Districts
- ▶ Data – ADE
- ▶ Monitoring – AZ Ready Council
- ▶ Resources – Governor/Legislature

Key Take-aways

- ▶ Arizona received much recognition for our communications efforts, thanks to the Public Engagement Task Force
- ▶ Other states are asking how to bring so many key stakeholders (especially business) to the table.

Next Steps

- ▶ Social engagement training and campaign Nov–Dec
- ▶ Spring 2013 reading program w/Harkins
- ▶ Public Engagement Task Force / Common Core Communications
- ▶ RTTT/Collaborative Education Partners Strategic Planning on Common Core and other issues
- ▶ ADP follow up meetings
- ▶ Education Broadband/technology planning